

Writing Instruments in Sweden

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to suffer from rise of paperless office

Writing instruments remains a commodified category

Luxury segment finds its niche

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected

Rise of digital communication methods will lead to continued demise of pen and paper

Ongoing preference for cheap alternatives, as well as refillable options, will inhibit value growth

CATEGORY DATA

Table 1 - Sales of Writing Instruments by Category: Volume 2018-2023

Table 2 - Sales of Writing Instruments by Category: Value 2018-2023

Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2018-2023

Table 4 - Sales of Writing Instruments by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Writing Instruments: % Value 2019-2023

Table 6 - LBN Brand Shares of Writing Instruments: % Value 2020-2023

Table 7 - Distribution of Writing Instruments by Format: % Value 2018-2023

Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2023-2028

Table 9 - Forecast Sales of Writing Instruments by Category: Value 2023-2028

Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

Personal Accessories in Sweden - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 - Sales of Personal Accessories by Category: Volume 2018-2023

Table 13 - Sales of Personal Accessories by Category: Value 2018-2023

Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 15 - Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 17 - LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 18 - Distribution of Personal Accessories by Format: % Value 2018-2023

Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 20 - Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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